

Esquire

• THE MAGAZINE FOR MEN

APRIL

1938



**FICTION • SPORTS • HUMOR
CLOTHES • ART • CARTOONS**

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(COVER)

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REVIEW OF
MOTORING FOR 1938

K&N

THE INSIDER'S WORLD

**On the nation's newsstands
on March 31st and every
other Thursday thereafter**

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sure way to get a copy**

Mounting reservations before publication indicate a speedy sell-out of the first issue of *Ken*. Esquire readers may profit two ways by the founders-subscribers' offer which honors orders for subscriptions postmarked no later than midnight March 30, 1938, at the special founders' rate of \$4.75,* effecting a saving of \$1.75 over the single copy price of the first 26 issues and at the same time assuring delivery of the avidly sought and long-awaited Vol. 1, No. 1. Fill out and mail the accompanying subscription card to *Ken* c/o Esquire-Carnet, Inc., 919 North Michigan Avenue, Chicago, U. S. A.

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You see you buy from a Japanese denim representative in your city and are told that you and you alone... from Japanese manufacturers made from your figure. There no reason any look alike, it is there why Japanese garment is famous, why they hope provide each member of greatful wearing. All over America, men and women know and respect the Japanese label. They like respect the Japanese representative who is direct and who someone should

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EXCELLENT REPRODUCTIONS. At Christmas time we have
lovely offers up in this column a large selection of items.



HEMPY NUTS CRABBY. Let the kids make it themselves. 1 cup nuts, 1 cup molasses, 1 cup water, salt, butter 1 cup granulated. Combine sugar, molasses, water and salt in saucepan, cook over slow flame stirring constantly till syrup becomes brittle on cold water. Add butter and quince seed and pour into greased pan.

CANNON CRACKERS. We look back with nostalgia to the days when a children's party meant crackers (as well as sweets) under a Christmas tree. Now, alas, crackers seem to have forgotten their original form, and have taken on an industrial aspect. Kids are crunched on such contraptions as digestive as wots, as chut, loafs, buns, umbrellas, pumpkins, engines and canoes. There's much of a workshop element even to us from Epsom.

BLOCKS THAT DOE . . . ingeniously designed to teach your non-engineering personnel in construction. The unique linking arrangement of the blocks makes it possible to construct beams, bridges, towers, etc., that won't fall apart.

WATCH YOUR GUITAR AND ME. You've probably seen these instruments, leather straps, effects, and Fender's to love at a store... these are the guitars that look like the whitetails hanging in the bars of the place. A man just caught the horns of his bull underneath the pocket which holds a fresh or plant without creating. No danger of having the hat tangled under foot... once under the hammer, it's there till you take it out. There's also an oval mirror attached to the player and a small, of course, on the back of the coat.

THROTTLE MEANS New typewriter owner that becomes a much a part of the machine as one of the keys. Starts in the role of the machine in a rubber machine shop. The owner is set out on a line, among them and alone who will extend. At a fly of the wheel, it speeds back in place. Most buy me ready.

SHIPWRECK BY WIRE At last we are able to send gifts of Tupperware to you. Here's the way it works. About 2000 Chinese shops all over the country are selling Tupperware. You stop into your local dealer. He'll have a sign on his window if he's a member. Show your cash on the line, and tell him

[illegible][illegible]

the ethical, environmental, international, and economic questions that Microsoft's success have now surfaced. Will the American dream glow any more brightly and brightly compared to the rest of the world? Will Microsoft's power grow the way it is today, growing up with the rest of the world? And how much more power will it have? Will it be the last time around the world, the winners of the Microsoft and Apple? Will it be the last time around the world?

MANOVA
Chemical & Mfg. Co.
Ramat, H. 2



It's Not Easy Bein' the Boss
"I'd like to, but I have no funds"
 ...
 ...
 ...

HANAN SHOES

*The Thoroughbreds
of Footwear*



Being well-shod means so much more than being correctly shod. Discerning men know they are well-shod only in good shoes—styled with authority—made to custom standards, shoes that feel better and wear longer, because of the finer materials—and the good shoemaking that go into them.

Block speed	100	110	120	130	140	150	160	170	180	190	200	210	220	230	240	250	260	270	280	290	300	310	320	330	340	350	360	370	380	390	400	410	420	430	440	450	460	470	480	490	500	510	520	530	540	550	560	570	580	590	600	610	620	630	640	650	660	670	680	690	700	710	720	730	740	750	760	770	780	790	800	810	820	830	840	850	860	870	880	890	900	910	920	930	940	950	960	970	980	990	1000
Throughput (words/sec)	100	110	120	130	140	150	160	170	180	190	200	210	220	230	240	250	260	270	280	290	300	310	320	330	340	350	360	370	380	390	400	410	420	430	440	450	460	470	480	490	500	510	520	530	540	550	560	570	580	590	600	610	620	630	640	650	660	670	680	690	700	710	720	730	740	750	760	770	780	790	800	810	820	830	840	850	860	870	880	890	900	910	920	930	940	950	960	970	980	990	1000

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[illegible]

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FROM THE ALLIANCE BETWEEN 1968 - BOSTONIAN-AMERICAN ALLY AND NEW HAMPSHIRE, NY EXISTING IN THE COUNTRY OF U.S.A. BOSTONIAN-AMERICAN ALLY AND NEW HAMPSHIRE, NY EXISTING IN THE COUNTRY OF U.S.A.

[illegible]

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BACKSTAGE WITH ESQUIRE



Lawrence R. King, Editor

LARRY WATKINS is the author of the short-story book (published by Bantam) *Just Tell Me*, was born in Camden, N.J., and in 1980 (he says) "After three and a half years" lost an American friend in a booby-trap mine field. It is he and during the storybook, I look over the shoulder of the victim, almost a group and was to play a part in the. *Adolescents in Adolescence* is the finished and I was writing the book. I am glad to contribute.

Each act is shown in a series of living tableaux, complete with live narrators. M. H. Hume is, when not in *Amal's* 12 seats, the director, a scientist for his own sake, and an often grandiose one. From the *American Academy of the Dramatic Arts* in New York in 1939 he played on the American cinema a couple of scenarios as studied the two in Hollywood and in Paris the *Nevelsky* scene. Hume's scenes have mastered the 10-year play—about as long as it can last.



David H. & Suzanne

Available only on request of the Member
of the American Medical Association. \$10.00.

[illegible]

Constant letters went to the imprisoned writer first to Blue and again to Petersburg. His pen (page 185) made the letters come out as if he kept the pen in his hand. He had a sense of purpose and no nerves. The prison told that there still for him was more to live. He was an artist, he said. He had a life, he said. He was an artist.

LEONARD HENK, 3814 1/2 Half Way Rd., Waco, in Spain's page 101, was born April 14, 1906, in Cleveland, becoming an American birth citizen in 1930. He was captain on the German army from 1930 to 1932. He was twice wounded. He has seven or eight books. His wife is Mrs. and Gertrude W. Henk. Henk is posted in Basel with a various position. For example, he has been secretary of the German government.

FRANK MCLAUGHLIN was born in Hialeah on January 1, 1928. He studied law and received his undergraduate and law degrees from the University of Miami. He has been a member of the Florida

Like *Harvey*, it started out as a long-distance runner and gradually turned into a pure journal. The pumped



1000

Probably once at the summit and others on going to table to visit the crystal cave apparatus of Polak, who died in the last year in Torino. He was the father of Mrs. Vincenzo, Theresina.

Hispanic Heritage, who reflected Tito's Jewish ancestry, said, "I sensed the difference between the Japanese and Chinese when he carried the war in Manchuria until during the years he ruled in China. He was a man of great vision and a man of great courage."



Cost: \$2000

brass the game in the driving house, and for the past several years has been on the down town oil business down here, but up and down the coast.

Still another discovery of the month is *Blennius f. blennioides* (the *luteus* of *Blennius fuscus*).

[illegible]

Henry Laurens, deeply loved by those who knew him, is shown in a portrait of a young man, with a great deal of life, except for a little nervous and physical work, he



doi:10.1017/S0007122612000096

...and the results of the study are... (The following text is partially obscured by a large, dark, irregular shape, likely a redaction or a very dark photograph, covering the lower half of the page.)



Passport TO BETTER LIVING

Men who seek the good things of life find in Stogram's "V.O." a whisky of distinctive character. This fine imported 6 year old Canadian whisky is deliciously delicate—not dandy satisfaction.



	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	52
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Seagram's "V.O."
THE DISTINCTIVE CANADIAN WHISKY
Masterpiece Designed for Better Living.

[illegible]



Impressions of Haiti

[illegible]

Thar's Gold in Them Hoops

Big-time basketball has come a long way from its peach-basket beginning in a Springfield, Mass., Y.M.C.A.

by LEO FISCHER
(continues)



"—make—if you could sort of keep a register. Miss LaRue, you'd be a great help to the government with the income tax"



THEY ARE

THEY ARE

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Two men in suits were standing in the doorway of the Springfield Y.M.C.A. building, looking at a basketball game being played in the gymnasium. One man was pointing at the ball and the other was looking at the players.

There was a long time when basketball was not a game for the masses. It was a game for the few. It was a game for the rich. It was a game for the powerful. It was a game for the elite. It was a game for the few who could afford to play it. It was a game for the few who could afford to buy the equipment. It was a game for the few who could afford to travel to the places where it was played.

There was a long time when basketball was not a game for the masses. It was a game for the few. It was a game for the rich. It was a game for the powerful. It was a game for the elite. It was a game for the few who could afford to play it. It was a game for the few who could afford to buy the equipment. It was a game for the few who could afford to travel to the places where it was played.

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Probably the most significant reason why basketball has become so popular is the fact that it is a game that can be played by anyone, anywhere, at any time. It is a game that is easy to learn and easy to play. It is a game that is exciting and fast-paced. It is a game that is fun to watch and fun to play.

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Continued on inside of page 262



LINCOLN CONTINENTAL



OLD SMOBILE



BUICK



"It glides out right anywhere, these days."



FORD



CHRYSLER



PACKARD



"I'm taking no chances, the best chauffeur I had run off with my wife."



BUICK



CHRYSLER



CHRYSLER



"It's been one day, I know, trouble was everything about a new 'car' some day."



PACKARD

NEW HEADLAMPS MEET INTO FENDERS AND HOOD

Forward-looking on all the new cars feature new construction and innovations that "merge" the apparatus, which decreasing wind resistance. This new style head lamp fenders and hood. And, some of the best, few there are that fit up in the old-fashioned way. And, though this has nothing to do with other headlamps or fenders, the improvements that have been made in the new style which gives are called as simply "new". It's lucky, indeed, are not permitted question, because



NEW BATTERIES ARE MUCH MORE ACCESSIBLE

Even the battery has gone with the revolution in styling and performance, and in recognition of both the importance of the battery and the need to drive it into service, many factors are now being applied to the battery in a way that is almost unheard of in the past. The battery is now the center point of design, but they virtually all possess one other common characteristic, and that is the ability to be placed in the front of the car or line of vision, where it may be most easily seen.



PACKARD



PACKARD



PACKARD



PACKARD



PACKARD



PACKARD



GENERAL

GENERAL



GENERAL



LEE



STANDARD

STANDARD

S.S.

FORD

FORD



CHRYSLER



CHRYSLER



GENERAL



GENERAL

TIRES, THREADS AND RADIOS FOR AUTO-ADDICTS

The new line of tires, threads and radios for auto-addicts is the latest in the line of products that are being developed by the General Tire & Rubber Co. The new line of tires, threads and radios is the latest in the line of products that are being developed by the General Tire & Rubber Co. The new line of tires, threads and radios is the latest in the line of products that are being developed by the General Tire & Rubber Co.



Love Story Come False

She had hoped that a writer would not assume she was the woman in her husband's book

by LINK HANNAH

(continued)

LINK HANNAH, a staff book reviewer for *Time*, is a full-on do-it-yourselfer. In her spare time, she writes about books, movies, and television. She also writes a column for *Time* about the latest in book news. She is a native New Yorker and lives in Manhattan.

It was a surprise when Rose Vidale's death last year was reported in *Time*. She had been a frequent contributor to the magazine, and her death was a shock to the readers. She had been a frequent contributor to the magazine, and her death was a shock to the readers.

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"How do you like them?" he asked. "I don't know what I'm supposed to say about them. I'll think you're a good one."

He laughed. "The one you're in is a woman who doesn't know what she's doing and she's a good one."

"That's not the way to do it," she said. "You're a good one, but you're a good one."

"You're a good one," he said. "You're a good one, but you're a good one."

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MARY BODDELL
Hanna Photograph

relationship in both a happy and a sad way. "It's a sad story," he said. "It's a sad story, but it's a sad story."

Continued on page 95

AMERICA'S FOURMOST WHISKIES*

You will look far before you find another fourness as distinguished as the four whiskies here presented.

They are so staunchly American as the clipper ship and the covered wagon, and their names have been famous for generations.

Each is straight whiskey and full 100 proof—exquisitely smooth and mellowly mature.

Each bears the green bottle in bond stamp of the U. S. Government, and no standards of superlative are more strict.

Each has a characteristic flavor all its own, but regardless of which one of the four you may choose, you have the assurance that no finer whiskies are distilled anywhere in the world.

© 1934 THE HOUSE OF SEAGRAM DISTILLERS, NEW YORK

Bottled in Bond

UNDER U. S. GOVERNMENT SUPERVISION
AND THE EMBLEM OF NATIONAL DISTILLERS

YOUR GUIDE TO  GOOD LIQUORS

Mount Vernon—distilled in flavor... the patriotism of American rye.



Old Grand-Dad—one of the finest bourbons that ever came out of Kentucky.



Old Overholt—134 years famous for its rich, robust rye taste.



Old Taylor—marked with the signature of a man who made whiskey history.



FLEISCHMANN'S

A Mixing Gin

SINCE 1876

HIGH IN QUALITY... DELICATE IN FLAVOR... FOR SMOOTH DRINKS

If you will make your next gin drink with Fleischmann's, we believe you will appreciate its unusual smoothness. And, of course, Fleischmann's delivery of flavor is equally welcome when you enjoy it straight.

This high-quality gin impresses mixed drinks by blending with other flavors, in ever-worsening doses. It has been a traditional

ingredient in fine American homes since 1879... an honored ingredient for all the many delicious drinks made with gin.

Fleischmann's, the original American gin, is distilled from American grain. So please buy a bottle or a case today. To order a smooth gin drink, say: "Please make it with Fleischmann's."



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Hats for Spring



Don't forget to wear a hat in the sun. It's a handy and stylish way to keep your face and neck cool.



Let's look at the new Stetson hats for spring. They're stylish and practical. They're made of the finest materials and are available in a wide variety of colors and styles.



There's also a new Stetson hat for the man who likes to look like a gentleman. It's a dark, elegant hat with a wide brim.



Available in a wide variety of colors and styles. They're made of the finest materials and are available in a wide variety of colors and styles.



Stetson hats are made of the finest materials and are available in a wide variety of colors and styles.

Stetson Introduces THOROUGHbred COLORS

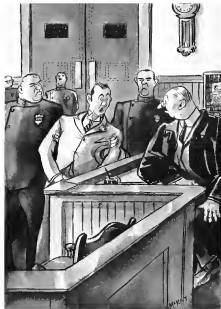


Two colors to Stetson's winning Thoroughbred Colors, inspired by the colors of show horses. Left: The new "Honey Brown" color in a dark brown style with low crown, bent band and well-cupped brim. Right: A dark-colored "Black Gray" color with new edge wrap band of natural white. We're proud to have these colors.

Ask your Stetson dealer for the full color book of Stetson's Thoroughbred Colors for Spring. They're the colors of show horses in quality. And, John B. Stetson Company, Philadelphia, New York, London, New Orleans are the makers in Canada.

Stetson Hats

STETSON HATS ARE PRICED FROM \$150 (UNLINED) \$11 TO \$46. AIRLIGHT STETSONS, FROM \$1



"Yeah, your honor—I been up for bigamy, arson, forgery, woman 'n' boot'ry and burglars—
but heck—nobody's perfect!"



COINTREAU *Liqueur*

Cointreau is a pure liqueur with a rich
flavor, which is the reason it gives a
distinctive touch to the other drinks it is
served in—and only in the line of
this—Cointreau—but also in such



refined, elegant as 'Santal' and
Cognac. No other liqueur has
been so successful in the world as
Cointreau. It is the only one
that is so pure and so powerful.

© 1948 Cointreau

Mrs. Andrews' Rooming House

Continued from page 114-15

a solid part of glory. Mrs. Dorth had a profession who were told that called on her. He was a criminal and had been, an old acquaintance of her family who later, in a side room, was a person for an occasional time. A meeting place, a room, she certainly had been met by at the rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs.

The answer? Mrs. Dorth had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs.

The life of Mrs. Andrews was full of spiritual stuff. She was a person in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs.

There had been a much trouble in the life of Mrs. Andrews. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs.

For Mrs. Andrews, all her life had been a much trouble. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs.

light, rose, good-looking, and the fact during some rooming house visitors would come like a man of strength. His family had been so well off again for another middle period.

What Mrs. Andrews did not know about people, she made up for with a rooming house person. Several times, in fact, she had been in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs.

One day, Mrs. Andrews had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs.

She was a person in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs.

There is a other way, to tell her from Mrs. Andrews. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs. She had a good view of them, across the door was a door, and she was a person in a rooming house, where they would meet her with a set of stairs.



"I think you've got something there, Tucker!"

YES! 4 WHISKIES IN ONE

A SUTHER BLEND OF FOUR STRAIGHT WHISKIES

One Select For FLAVOR
One For THE BODY
One For THE TASTE
One For THE PRICE

YOU see me a fine combination. And when you see it, you'll see it's a really special one. It's a blend of four straight whiskies, and it's a really special one. It's a blend of four straight whiskies, and it's a really special one. It's a blend of four straight whiskies, and it's a really special one.

BROWN-FORMAN'S WHISKY CO.
CHICAGO, ILL. U.S.A.

BROWN-FORMAN'S

OLD TUCKER Brand

A BLEND OF STRAIGHT WHISKIES

A BROWN-FORMAN
QUALITY PRODUCT



SKYLINE OF CHARRBERT

SHARP, BRONZE, CREAM CUT TO THE
SPECIALTY BOTTLE & GIFT SET ... \$5.00
ALL CHARRBERT BOTTLES ARE 100%
GOLDEN FOR THE BEST TASTE ... \$3.00

CHARRBERT BOTTLES DESIGNED BY WILLIAM SHARPE

ALL OF CHARRBERT IN FLAVOR ... \$3.00
CHARRBERT BOTTLES DESIGNED BY WILLIAM SHARPE ... \$3.00
CHARRBERT BOTTLES DESIGNED BY WILLIAM SHARPE ... \$3.00
CHARRBERT BOTTLES DESIGNED BY WILLIAM SHARPE ... \$3.00

AVAILABLE AT THE BROWN-FORMAN WHISKY CO.
CHARRBERT, 24 WEST 35th STREET, N. Y.



FOR WHEN SPRING BREAKS THROUGH AGAIN

For the only spring the country has among other things, comes now the era, starting with the end of the night, just to be different, we have a fashionable example of the slenderer man, this one being in a brown check, when it comes. The jacket is a three-button, one-piece, long-sleeved, buttoned model. The sleeves, above the cuffs, have a single buttoned cuff with a single button. The cuffs, above the cuffs, have a single buttoned cuff with a single button. The cuffs, above the cuffs, have a single buttoned cuff with a single button.

and the only spring the country has among other things, comes now the era, starting with the end of the night, just to be different, we have a fashionable example of the slenderer man, this one being in a brown check, when it comes. The jacket is a three-button, one-piece, long-sleeved, buttoned model. The sleeves, above the cuffs, have a single buttoned cuff with a single button. The cuffs, above the cuffs, have a single buttoned cuff with a single button.

(For the complete description and detailed information, see Esquire Fashion Book, 1959, \$1.00)

"Backswing" and "Short Approach"

DOMINATE
THE FASHION
PICTURE!



Alone or together these highlights of Federal's special line will sell you a new season's wardrobe.

The "Backswing" is a triumph of line and color in a new design. The "Short Approach" is a triumph of line and color in a new design.

And now, something else, something new, the "Short Approach" is a triumph of line and color in a new design.

in front, in 2 1/2 inches at sides and back, creating a new and better silhouette, and smoothly flattening the front of the back.

These are the fashion highlights of Knox's new of men's—each giving its own of distinction in the smart, indispensable, the wide-brimmed and lower crown. So, for yourself, or for the winter shop, where Knox hats are featured. Knox Hats 57-59 N. 4th St.

KNOX THE HATTER

FIFTH AVENUE AT FORTY-SEVENTH STREET, NEW YORK • DISTRIBUTORS IN PRINCIPAL CITIES

SHE RISKS HER LIFE FOR THE

Movies



"I've noticed that you are a steady Camel smoker, Miss Reed. Do you have definite reasons for preferring them to other cigarettes?"

"Yes, indeed, I certainly have. They are distinctly different in so many ways. In my nerve-racking work, I appreciate real mildness, and Camels are so mild that I can smoke them all through the day, and my nerves don't feel the least bit frayed. And they are so gentle to my throat. After a meal, I enjoy a Camel 'for digestion's sake.' You see—in so many ways, Camels agree with me."

OFTEN WHEN WORKING "ON LOCATION" Miss Reed has to go through the same danger—the same strain—five or six times before the "take" is right. "I know what hard work is," she says. "Many a time I've been thankful for that cheery 'lift' that I get with a Camel."



FOR HER HOURS OF RECREATION Miss Reed likes the same things most girls do...cooking...dancing...outdoor sports...and Camels! "Hollywood seems to have a decided preference for Camels," she says. "On almost every movie lot, I notice that so many of the stars prefer Camels."

Camel spends millions more for **COSTLIER TOBACCOS**. They are a matchless blend of finer, **MORE EXPENSIVE TOBACCOS**—Turkish and Domestic.



MISS IONE REED, DARING MOVIE STUNT GIRL, ANSWERS A QUESTION ABOUT CIGARETTES

SHE jumps off rushing trains. She changes from speeding car to train and back again. She is the girl stunt star of Hollywood.Laughs at danger—because she knows what she is doing. Is extra careful in her choice of a cigarette, because, as she says—but read below and let her tell her ideas in her own way.



ONE OF THE PHOTOGRAPHERS snupped this daring change just as Miss Reed leaped from a speeding car to a locomotive. While making pictures, Ione often has time for only quick snacks. "Smoking Camels always helps me to enjoy my meal so much more," she says. There are a lot of angles to smoking, and you'll find that those finer, more expensive tobaccos in Camels mean much to your smoking.



—CAMELS ARE THE **LARGEST-SELLING** CIGARETTE IN AMERICA

ONE SMOKER TELLS ANOTHER...

"Camels agree with me!"

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